



KUTV  
299 S Main St  
Ste 150  
Salt Lake City, UT 84111

Mentzer Media Services  
600 Fairmount Ave  
Ste 306  
Towson, MD 21286

# Contract # 1399748

**Schedule Dates** 10/29/12-11/06/12  
**Advertiser** Center for Women-Legislative Act Co (74872)  
**Agency** Mentzer Media Services (1381)  
**Product** POLITICAL ISSUE (ns) (1187)  
**Brand** CWA-LEGISLATIVE ACT (482107)  
**Salesperson** TeleRep/DC, Washington DC (2995)  
**Sales Office** TeleRep Washington DC  
**Buyer Name** CLOYD, ELISE  
**Phone/Fax** (215) 564-1206 / (215) 564-1103  
**CPE** 2118  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments** CWA-LEGISLATIVE ACT

**Date Entered** 10/24/12  
**Last Modified** 10/24/12  
**Entered By** Katie Freckleton  
**CO-OP** No  
**Headline #** 06394497  
**Demo** A35+  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$20,827.50  
**Net Total** \$118,022.50  
**Sales Tax**

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Nov. 2012	53	\$138,850.00
<b>Grand Total:</b>	<b>53</b>	<b>\$138,850.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/29/12-11/02/12	1	:30	6A- 8A (MST)	3	X	X	X	X	X			3	\$1,560.00	\$4,680.00	Salt Lake City (KUTV)	NEWS	10/24/12
2.0	Normal Line / SPOT (2)	10/29/12-11/02/12	1	:30	8A- 9A (MST)	5	X	X	X	X	X			5	\$630.00	\$3,150.00	Salt Lake City (KUTV)	NEWS	10/24/12
3.0	Normal Line / News (3)	10/29/12-11/02/12	1	:30	12P- 1P (MST)	5	X	X	X	X	X			5	\$630.00	\$3,150.00	Salt Lake City (KUTV)	NEWS	10/24/12
4.0	Normal Line / News (4)	10/29/12-11/02/12	1	:30	5P- 5:30P (MST)	1	1	1	1	1	1			5	\$1,880.00	\$9,400.00	Salt Lake City (KUTV)	NEWS	10/24/12
5.0	Normal Line / News (5)	10/29/12-11/02/12	1	:30	6P- 6:30P (MST)	3	X	X	X	X	X			3	\$2,500.00	\$7,500.00	Salt Lake City (KUTV)	NEWS	10/24/12
6.0	Normal Line / News (6)	10/29/12-11/02/12	1	:30	10P- 10:35P (MST)	1	1	1	1	1	1			5	\$5,000.00	\$25,000.00	Salt Lake City (KUTV)	NEWS	10/24/12
7.0	Normal Line / SPOT (7)	10/29/12-11/02/12	1	:30	10:35P- 11:38P (MST)	5	X	X	X	X	X			5	\$1,250.00	\$6,250.00	Salt Lake City (KUTV)	LETTERMAN	10/24/12
8.0	Normal Line / Prime (8)	10/30/12-10/30/12	1	:30	6:57-26P- CBS-MCIS (Tuesday)	1		1						1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	MCIS	10/24/12
9.0	Normal Line / Prime (9)	10/30/12-10/30/12	1	:30	8P- CBS-MCIS: Los Angeles (Tuesday)	1		1						1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	MCIS LA	10/24/12
10.0	Normal Line / Prime (10)	10/31/12-10/31/12	1	:30	9P- CBS-CSI Crime Scene Investigation (Wednesday)	1			1					1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	CSI	10/24/12
11.0	Normal Line / Prime (11)	11/01/12-11/01/12	1	:30	8P- CBS-Person of Interest (Thursday)	1				1				1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	PERSON OF INTEREST	10/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

*Katie Freckleton* 10/25/12



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**Sales Office** TeleRep Washington DC  
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**Phone/Fax** (215) 564-1206 / (215) 564-1103  
**CPE** 2118  
**Account Types** National/Political Issue Agency BRD  
**Billing Type** Standard  
**Comments** CWA-LEGISLATIVE ACT

**Date Entered** 10/24/12  
**Last Modified** 10/24/12  
**Entered By** Kate Freckleton  
**CO-OP** No  
**Headline #** 0639497  
**Demo** A35+  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$20,827.50  
**Net Total** \$118,022.50  
**Sales Tax**

**Salt Lake City (KUTV)**  
**By Broadcast Month**  
Nov. 2012  
Grand Total: 53 \$138,850.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Prime (12)	11/01/12-11/01/12	1	:30	9p- CBS-Elementary (Thursday)					1				1	\$7,500.00	\$7,500.00	Salt Lake City (KUTV)	ELEMENTARY	10/24/12
13.0	Normal Line / Prime (13)	11/02/12-11/02/12	1	:30	7:59:30P- CBS-CST New York (Friday)						1			1	\$3,750.00	\$3,750.00	Salt Lake City (KUTV)	CSI NY	10/24/12
14.0	Normal Line / Prime (14)	11/02/12-11/02/12	1	:30	9P- CBS-Blue Bloods (Friday)						1			1	\$3,130.00	\$3,130.00	Salt Lake City (KUTV)	BLUE BLOODS	10/24/12
15.0	Normal Line / News (15)	11/03/12-11/03/12	1	:30	5P- 6P (MST)							1		1	\$940.00	\$940.00	Salt Lake City (KUTV)	NEWS	10/24/12
16.0	Normal Line / News (16)	11/03/12-11/03/12	1	:30	10P- 10:35P (MST)							1		1	\$3,130.00	\$3,130.00	Salt Lake City (KUTV)	NEWS	10/24/12
17.0	Normal Line / Prime (17)	11/04/12-11/04/12	1	:30	8P- CBS-The Good Wife (Sunday)								1	1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	GOOD WIFE	10/24/12
18.0	Normal Line / News (18)	11/04/12-11/04/12	1	:30	10P- 10:35P (MST)								1	1	\$5,000.00	\$5,000.00	Salt Lake City (KUTV)	NEWS	10/24/12
19.0	Normal Line / News (19)	11/05/12-11/06/12	1	:30	6A- 8A (MST)		2	X	X					2	\$1,560.00	\$3,120.00	Salt Lake City (KUTV)	NEWS	10/24/12
20.0	Normal Line / SPOT (20)	11/05/12-11/06/12	1	:30	8A- 9A (MST)		2	X	X					2	\$630.00	\$1,260.00	Salt Lake City (KUTV)		10/24/12
21.0	Normal Line / News (21)	11/05/12-11/06/12	1	:30	12P- 1P (MST)		2	X	X					2	\$630.00	\$1,260.00	Salt Lake City (KUTV)	NEWS	10/24/12
22.0	Normal Line / News (22)	11/05/12-11/06/12	1	:30	5P- 5:30P (MST)		1	X	X					1	\$1,880.00	\$1,880.00	Salt Lake City (KUTV)		10/24/12
23.0	Normal Line / News (23)	11/05/12-11/06/12	1	:30	6P- 6:30P (MST)		1	X	X					1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)		10/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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By Broadcast Month Spots Rate  
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24.0	Normal Line / News (24)	11/05/12-11/06/12	1	:30	10P- 10:35P (MST)	1	X	X						1	\$5,000.00	\$5,000.00	Salt Lake City (KUTV)		10/24/12
25.0	Normal Line / SPOT (25)	11/05/12-11/06/12	1	:30	10:35P- 11:38P (MST)	1	X	X						1	\$1,250.00	\$1,250.00	Salt Lake City (KUTV)	LETTERMAN	10/24/12
26.0	Normal Line / Prime (26)	11/05/12-11/05/12	1	:30	9P- CBS-Hawaii Five-O (Monday)	1	1							1	\$6,250.00	\$6,250.00	Salt Lake City (KUTV)	HAWAII FIVE O	10/24/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

REP HEADLINE# 6394497  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206 FAX# 215 564 1103  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT24/12 11.19  
\*\*\* KUTV-TV \*\*\*

ADV # ADV. NAME ISS/CWA-LEGISLATIVE ACT CO REP. # OFF. # SALESMAN # *201*

AGY # AGY. NAME MENTZER MEDIA SERVICES, INC. BUYER NAME ELISE CLOYD

600 FAIRMOUNT AVENUE, SUITE 306 SALES PRSN WA- CHERYL BLAIR

TOWSON, MD 21286

ORDER # *1399748* CONTRACT # 6394497 CLASS: NATL. LOCAL REGIONAL

PRDCT CWA-LEGISLATIVE ACT EST#2118 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT29/12 NOV6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT24/12 11.19

REP: TO SHANNON  
FR LINDSEY FOR CHERYL  
NEW ORDER  
TTLS \$138,850  
PLEASE CONFIRM, THANKS!

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021  
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

*Section #1*

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :  
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =  
AGENCY PRODUCT CODE =  
AGENCY EST# = 2118

*X* 600A-800A 30 *✓* \$1,560.00 10/29 11/2 3 M-F 3

PROGRAM : NEWS

*X* 800A-900A 30 *✓* \$630.00 10/29 11/2 5 M-F 5

PROGRAM : CBS THIS AM





REP HEADLINE# 6394497  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206 FAX# 215 564 1103  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT24/12 11.19  
 \*\*\* KUTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

CONTRACT TOTAL 138850.00  
 TOTAL SPOTS 53

NOV/12 138850.00

MARKET TOTALS \$315,568 KUTV 44% KTVX 12% KSL 21% KSTU 15% KUCW 0% KJZZ 8% KCSG 0%  
 KMYU 0%

SVC- NSI  
 DEMOS- RA35+\*

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
------------------------------	--------------

I, Lauren Schumacher  
do hereby request station time concerning the following issue:

Concerned Women for America Legislative Action Committee

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

<b>Total Charges:</b>	\$	GROSS
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This broadcast time will be used by: Concerned Women for America Legislative Action Committee

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Concerned Women for America  
Legislative Action Committee

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

7/18/11  
Date

Lee K. Fanning  
Signature

202-488-7000  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

Concerned Women for America  
Legislative Action Committee

1015 Fifteenth Street, N.W., Suite 1100  
Washington, D.C. 20005

(202)-488-7000

Penny Nance, Chief Executive Officer  
Lee LaHaye, Chief Financial Officer  
Betty Lou Martin, Treasurer



Client Information Request Form  
Issue

Advertiser Group Name: Concerned Women for America  
Legislative Action Committee

Address: 1015 15th St., N.W., Suite 1100

City, State & Zip Code: Washington, D.C. 20005

Phone: 202-488-7000

Fax: 202-488-0806

Executive Director or  
President Penny Nance

Group Treasurer Betty Lou Martin